

Message Text

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TO AMEMBASSY BONN
AMCONSUL FRANKFURT
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UNCLAS STATE 260983

FRANKFURT FOR TRADE CENTER

E.O. 11652: N/A
TAGS:(?3/0, FR, GW
SUBJ: TRADE PROMOTION SCHEDULE

REF: 1) PARIS 26585; 2) STATE 245663, 3) VERSCHUUR/HUMBERT
TELCON, 11/6

FOR COMAFF AND PARIS TRADE CENTER

1. WE NOTE POST'S ACCEPTANCE OF JUNE 2-5 DATES FOR
RECREATION AND LEISURE EQUIPMENT AS PARIS TRADE CENTER
WHICH WILL BE HELD IN TANDEM WITH FRANKFURT JUNE 10-13.

2. POST DISCUSSION (PARAGRAPH 2) OF MARKET OPPORTUNITIES
FOR U.S. PRODUCTS SEEMS TO IMPLY THAT PARLOR GAMES,
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EDUCATIONAL GAMES AND CREATIVE TOYS SHOULD BE INCLUDED

IN RECREATION SHOW. SINCE THESE PRODUCTS ALSO FALL
WITHIN THEME OF TOYS AND GAMES JEEP, THE POST'S COMMENTS
WILL BE APPRECIATED.

3. SUGGESTION THAT DO-IT-YOURSELF THEME BE EXCLUDED FROM
RECREATION SHOW AND SET UP AS JEEP IN TANDEM WITH
MULHOUSE CONSUMER GOODS EVENT POSES MANY PROBLEMS. BEFOR
BEING DROPPED FROM JUNE PROGRAM, TANDEM EVENTS FOR
DO-IT-YOURSELF AT PTC AND FTC WERE SCHEDULED. FEASI-
BILITY OF THREE STOPS ON FTC, PTC AND MULHOUSE
COMBINATION SEEMS DUBIOUS. POST IS REMINDED THAT FTC
HAS AIR CONDITIONING EXHIBIT MAY 13-15. SINCE MAJOR
FOCUS JEEP IS ESTABLISHING AGENCY DISTRIBUTOR
ARRANGEMENTS FOR NEW TO MARKET FIRMS, IT IS PROBABLE
THAT 8 FIRMS PARTICIPATING WOULD PREFER TWO TRADE CENTER
SHOWS RATHER THAN PARIS AND MULHOUSE COMBINATION.

4. CONSIDERATION MIGHT BE GIVEN TO USING MULHOUSE SPIN-OFF
FOR TOYS AND GAMES AND CHILDRENS FASHIONS JEEPS WHICH
COULD HAVE A TOTAL OF 16 EXHIBITORS. HOWEVER, POST SHOULD
NOTE THAT THESE EVENTS ARE ALREADY IN FIELD OFFICE
PROCUREMENT AND DATE CHANGE PRESENTS MINOR PROBLEM.

5. POST'S FURTHER COMMENTS ON EVENT PROGRAMMING IS URGENTLY
REQUESTED. IF MULHOUSE IS TO BE SUGGESTED AS SPIN-OFF,
RATIONALE AND FURTHER INFORMATION REGARDING PRODUCT CONTENT
OF THIS EVENT SHOULD BE PROVIDED, DATES OF MULHOUSE, SUGGESTED
PTC SPIN-OFF EVENT DATE AND SUMMARY OF IMPORTANCE, ATTENDANCE,
MARKET PROSPECTS MULHOUSE. INGERSOLL

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